

## CLAIMS

It is claimed:

- 1 1. A method of providing an advertisement-related electronic presentation to a user of  
2 an online service, the user using a client application on a local device to access an online  
3 server associated with the online service, wherein the online service displays an  
4 advertisement to the user on behalf of a sponsor, the method comprising:  
  
5 the online server obtaining personal profile information from the user;  
  
6 the client application causing an advertisement to be displayed on the local  
7 device;  
  
8 the user performing a click-through on the advertisement;  
  
9 the client application transmitting a notification signal to the online server  
10 notifying the online server that the user clicked on the advertisement;  
  
11 the online server using the personal profile information to identify one or more  
12 resource locators according to a selection protocol associated with the  
13 advertisement;  
  
14 the online server transmitting a signal to the client application identifying the  
15 one or more resource locators;  
  
16 the client application causing the local device to access one or more resources

17 associated with the one or more resource locators.

2. The method of providing an advertisement-related electronic presentation to a user of an online service of claim 1 wherein the advertisement is displayed in a client window displayed by the client application.

3. The method of providing an advertisement-related electronic presentation to a user of an online service of claim 1, wherein at least one of the resource locators is a uniform resource locator specifying the address of an Internet web page.

1 4. A method of providing a sponsor access to data related to an advertisement that is  
2 displayed to a user of an online service administered by an online service provider, the  
3 user using a client application on a local device to access an online server associated  
4 with the online service, the local device including an input device and an output device,  
5 wherein the online service display the advertisement to the user on behalf of a sponsor,  
6 the method comprising:

7           the client application activating;

8       the client application causing the advertisement to be displayed on the output  
9       device;

10 the user performing a click-through on the advertisement;

11 the client application creating a data set, the data set including an identifier code

12 associated with the advertisement and further including information  
13 descriptive of the user;

14 the client application transmitting the data set to the online server via a  
15 communication channel from the local device to the online server;

16 the online server storing the data set in a format that is accessible by the sponsor.

1 5. The method of providing a sponsor access to data related to an advertisement of  
2 claim 4, wherein the advertisement is displayed in client window displayed by the client  
3 application.

1 6. The method of providing a sponsor access to data related to an advertisement of  
2 claim 4, wherein the communication channel from the local device to the online server  
3 comprises a public switched telephone connection.

1 7. The method of providing a sponsor access to data related to an advertisement of  
2 claim 4, wherein the communication channel from the local device to the online server  
3 comprises a digital subscriber line.

1 8. The method of providing a sponsor access to data related to an advertisement of  
2 claim 4, wherein the communication channel from the local device to the online server  
3 includes a wireless communications link.

1 9. The method of providing a sponsor access to data related to an advertisement of  
2 claim 4, wherein the data set includes information related to the user comprises at least  
3 one of the user's: name, street address, city, state, education level, income level, gender,  
4 age, and marriage status.

1 10. The method of providing a sponsor access to data related to an advertisement of  
2 claim 4, wherein the online server storing the data set in a format that is accessible by  
3 the sponsor comprises the online server electronically storing the data set in a data store,  
4 wherein the sponsor has access-privileges to the data store.

1 11. The method of providing a sponsor access to data related to an advertisement of  
2 claim 4, wherein the online server storing the data set in a format that is accessible by  
3 the sponsor comprises the online server causing a printer to print the information on a  
4 print-out and thereafter providing the print-out to the sponsor.

1 12. A method of passing user-related information to a sponsor of an advertisement,  
2 wherein a user uses a client application loaded on a local device to access and interact  
3 with an online service, the user-related information being contained in a user  
4 information record stored in a data store, the method comprising:

5 the client application activating;

6 the client application displaying an advertisement on the output device of the

7 local device on behalf of an advertisement sponsor;  
8 the user performing a click-through on the advertisement;  
9 the client application transmitting a least a portion of the user-related  
10 information contained in the user information record to the online server  
11 via a communication channel from the local device to the online server;  
12 the online server copying the user-related information into a data record stored in  
13 a data store, the data record including an identifier associated with the  
14 advertisement;  
15 the online server providing the sponsor with access to the information contained  
16 in the data record.

1 13. The method of passing user-related information to a sponsor of claim 12, wherein  
2 the online server provides the sponsor access to the information in the data record by  
3 causing a printer to print the information on a print-out and forwarding the print-out to  
4 the sponsor.

1 14. The method of passing user-related information to a sponsor of claim 12, wherein  
2 the online server provides the sponsor access to the information in the data record by  
3 emailing the data record to the sponsor.

1 15. The method of passing user-related information to a sponsor of claim 12,

2 additionally comprising:

3 a) the client application prompting the user to provide the user-related  
4 information, wherein the user related information comprises at least on of  
5 the user's name, street address, city, telephone number, occupation, age,  
6 marriage status, and gender;

7 b) the client application copying the user-related information into the user  
8 information file and storing the user-related information in a data store.

1 16. The method of passing user-related information to a sponsor of claim 12, wherein  
2 the online server provides the sponsor with access to the information contained in the  
3 data record via an Internet web page.

1 17. The method of passing user-related information to a sponsor of claim 12, wherein  
2 the communication channel from the local device to the online server comprises a  
3 constant-connection communication channel.

1 18. A method of assembling data related to a user's interaction with advertisements, the  
2 user accessing an online service via a local device and a client application, the local  
3 device including an input device and an output device, the method comprising:

4 the user providing the client application with data descriptive of the user,  
5 wherein the data includes the user's name, address, occupation, marriage

6 status, and age;

7 the client application storing the user-descriptive data in a first data set;

8 the client application causing an advertisement to be displayed on the output

9 device;

10 the user using the input device to perform a click-through on the advertisement;

11 the client application transmitting the user-descriptive data to an online server

12 associated with the online service via a communication channel linking the

13 local device to the online server;

14 the online server storing the user-descriptive data in a second data set, wherein

15 the second data set includes an advertisement identifier code that identifies

16 the advertisement on which the user performed a click-through.

1 19. The method of assembling data related of claim 18, wherein the advertisement is

2 displayed in a client window displayed by the client application.

1 20. The method of assembling data related of claim 18, further comprising the online

2 service provider provides the sponsor with the information contained within the second

3 data set.

1 21. The method of assembling data related of claim 19, wherein the online service

2 provider provides the sponsor with the information contained within the second data set

3 via an electronic medium.

1 22. The method of assembling data related of claim 18, additionally comprising the  
2 client application establishing the communication channel from the local device to the  
3 online server via a public switched telephone network.

1 23. The method of assembling data related of claim 18, wherein the communication  
2 channel linking the local device to the online server comprises a wireless connection.

1 24. A method of passing user-specific information to a first server on a data network,  
2 the method comprising:

3 a user using the local device to establish a connection to the data network;

4 a client application storing user-specific information in the local device;

5 displaying a first display on the local device, wherein the first display includes a  
6 hyperlink to a generic resource on the first server;

7 the user activating the hyperlink;

8 the client application forming a message requesting the generic resource,  
9 wherein the message includes at least some of the user-specific  
10 information;



11 the client application sending the message to the first server on the data network.

1 25. The method of passing user-specific information of claim 24 wherein the message  
2 comprises a URL.

1 26. The method of passing user-specific information of claim 24 further comprising:  
2 storing the user-specific information in a user information data store of a second  
3 server on the data network, and  
4 the local device receiving the user-related information from the second server.

1 27. The method of passing user-specific information of claim 24 further comprising:  
2 the first server using the request for the generic resource and at least some of the  
3 user-specific information in the message to form a specific resource;  
4 the first server sending the specific resource to the local device; and  
5 the local device providing a second display of the specific resource.